



Association of Bay Area Governments



Technical Assistance
for Local Planning

HOUSING



Planning Collaboratives Kick-Off

Regional Housing TA Program

April 13, 2021

Agenda

- Welcome
 - Presented by Matt Maloney, ABAG/MTC
- Regional Housing TA Overview
 - Presented by Somaya Abdelgany, ABAG/MTC
- The World of Collaboratives - Panel Discussion
 - Introduced by Josh Abrams, Baird + Driskell
 - Moderated by Ada Chan, ABAG/MTC
- Collaborative Work Planning - County Breakout Sessions
 - Introduced by Heather Peters, ABAG/MTC and Leah Zippert, ABAG/MTC



Regional Housing Technical Assistance Program





Program Goal

Assist local jurisdictions in adopting compliant Housing Elements and increasing housing opportunities in their communities

Program Framework

Funnel state resources to jurisdictions at local, subregional, & regional scales



Regional Value-Add

Establish Safe Harbors



Achieve Cost Savings



Standardize Data Regionally



Create Common Products Once



Peer-to-Peer Collaboration



Resources: Available Now



[Housing Needs Data Packets](#)

[Housing Element Site Selection \(HESS\) Tool BETA](#)

[“What is a Housing Element?” Briefer Template](#)

[Housing Element Timeline Template](#)

[Housing Element RFP Template](#)

Resources: Available Now

Housing Element Webinar Series

April 27: [How to Talk About Housing - Data-Driven Lessons on Housing Messages that Work and Those that Backfire](#)

May 11: [Incorporating Environmental Justice and Safety into your Housing Element \(co-hosted by OPR\)](#)

May 25: [Engage How To! Introduction to Best Remote Meeting Practices and Tools](#)



Resources: Coming Soon

- Regional Planning Bench
- Local Grant Awards
- Initial Peer Cohorts & Topic-Specific Workgroups
- HESS Tool 1.0 + Office Hours
- Affirmatively Furthering Fair (AFFH) Housing Products
- Resilience Products
- ADU Affordability Survey

The World of Collaboratives



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World of Collaboratives

Marin

- **Form:** County staffing
- **Funding:** Cities contributed SB2, County support for labor
- **Year Formed:** 2018

San Mateo

- **Form:** Project of county / Free standing group
- **Funding:** \$340,000 per year (15% city, 85% DoH/CCAG); more during Housing Element
- **Year Formed:** 2008

Santa Clara

- **Form:** Cities Association/Free standing group
- **Funding:** \$10,000 per city
- **Year Formed:** 2020

Solano

- **Form:** Solano Transportation Authority (STA) coordination
- **Funding:** Cities contributed SB2 fund matched by STA
- **Year Formed:** 2019

Panel Discussion

Jillian Zeiger

Planner, Housing & Federal Grants Division, County of Marin

Sandy Council

Neighborhood Impr. and Housing Mgr., City of San Mateo

Cindy McCormick

Senior Planner, City of Gilroy

John Kearns

Senior Planner, Suisun City



Collaborative Work Planning



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Planning Collaboratives Structure

- Organized by County
- Designed to support local planning and housing staff working on Housing Elements and related issues
- Staffed by:
 - On-call TA Expert
 - ABAG Representative
 - ABAG Meta Coordinator across all Collaboratives
- Funded by Non-Competitive REAP Grant over the next 3 years
- Must be used for REAP-eligible activities



REAP Eligible Activities

Planning that will accommodate the development of housing and infrastructure that will accelerate housing production in a way that aligns with state planning priorities, housing, transportation, equity, and climate goals.



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Eligible Activities

Project Type <i>(List not exhaustive)</i>	REAP <i>Non-competitive</i>
Housing Element Update <i>(priority)</i>	✓
Specific Plan	✓
Zoning Amendment	✓
Environmental Impact Report	✓
Transportation Impact Review Update <i>(per SB743)</i>	✓
Engagement & Outreach	✓
RHNA Appeals	✗
Capital Projects	✗
Transportation Demand Management Program	✗
Complete Streets Plan	✗

Check out pages 3-5 of HCD's [Examples and Best Practices](#) or email HousingTA@bayareametro.com with eligibility questions.

How to Support Collaboratives

Provide Resources

Make Announcements

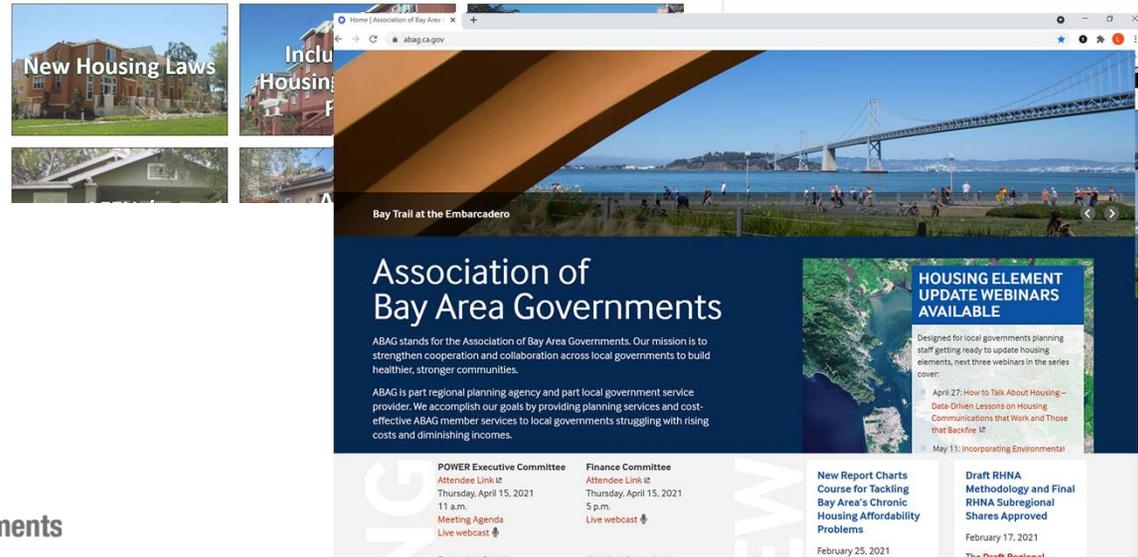
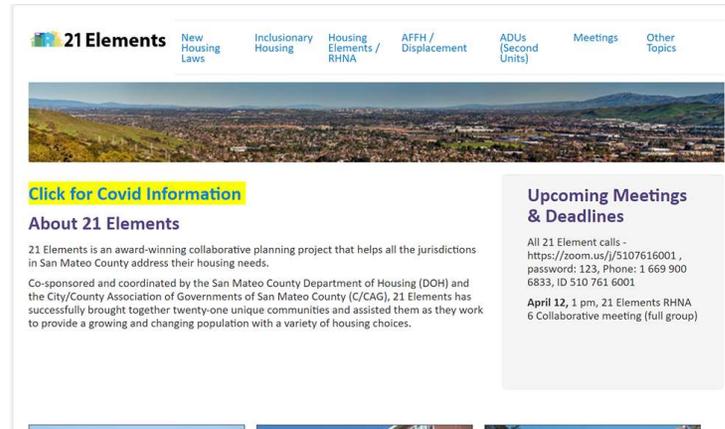
Create a Calendar of meetings

A website is an easy way to keep everyone informed and involved



Collaborative Websites

- Do you want to have your own? Typically costs \$4,000 to \$10,000
- Do you want to have a page on ABAG's website? This is at no cost
- ABAG can provide some website design review



Potential Early Tasks

- Public Facing Countywide website
- Multicity outreach meetings
- Equity outreach
- Collaborating on RFPs
- Key trends summary
- Early sites analysis
- Council presentations

Countywide Website

Let's Talk Housing
SAN MATEO COUNTY

WHY THIS MATTERS / HOW THIS WORKS / HOUSING 101 / GET INVOLVED / CONNECT TO YOUR COMMUNITY /

ABOUT FAQS EVENTS COMMUNITY ORGS

You have a once in a decade opportunity to shape the future of housing in your community

WHY THIS MATTERS →

English

Countywide Website



[WHY THIS MATTERS](#) / [HOW THIS WORKS](#) / [HOUSING 101](#) / [GET INVOLVED](#) / [CONNECT TO YOUR COMMUNITY](#) /

Many cities and towns are currently updating their websites and finalizing their timelines. New information will be added to the following webpages as it becomes available.

[Atherton](#)

[WEBSITE](#)

[Belmont](#)

[HOUSING ELEMENT UPDATE](#)

[Brisbane](#)

[HOUSING ELEMENT UPDATE](#)

[Burlingame](#)

[HOUSING ELEMENT UPDATE](#)

[Colma](#)

[GENERAL PLAN UPDATE](#)

[Daly City](#)

[WEBSITE](#)

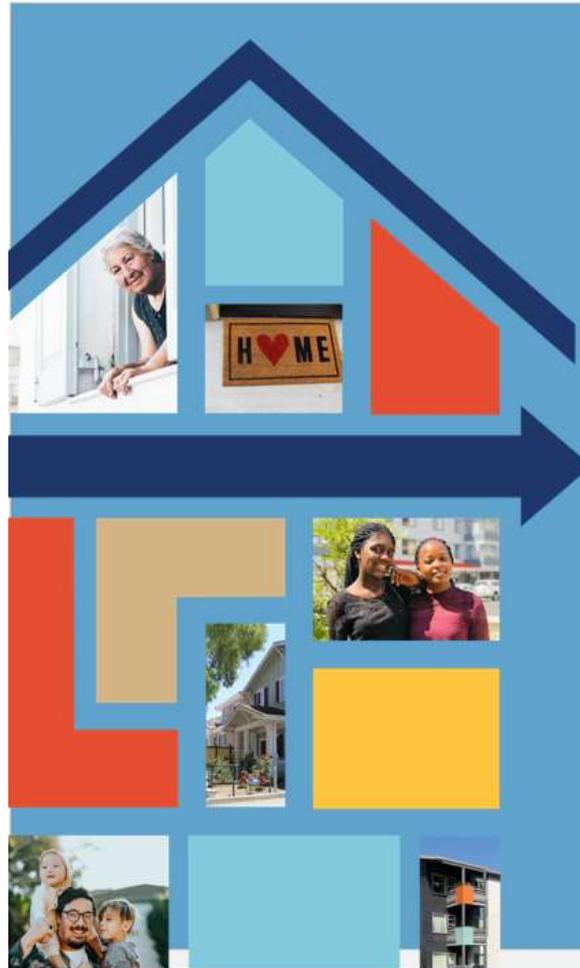
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Multicity Meetings

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Welcome!

Burlingame
East Palo Alto
Hillsborough
Millbrae
San Mateo City

While we wait...

What word describes the
housing in your community
today?

Please put in the chat

Let's Talk Housing SAN MATEO COUNTY

Equity Outreach

Hello Equity Advisory Group members,

Thank you for agreeing to join the San Mateo County 21 Elements Equity Advisory Group. We are happy to kick off this effort to ensure equitable public engagement in upcoming Housing Element processes. We look forward to welcoming you all to the Equity Advisory Group and wanted to follow up with some more details.

Equity Advisory Group Kick-Off Meeting

We are kicking off our first meeting to introduce members of the Equity Advisory Group and walk through what we hope to accomplish over the next year. We will talk logistics, upcoming meeting agendas, and more importantly, we will begin soliciting your feedback on the following Housing Element-related topics:

- Messaging and communication
- Getting word out into the community for upcoming housing element meetings
- Outreach plans for difficult to reach population
- Ways to incorporate outreach and engagement efforts into your organization's existing effort

For our first kick off meeting on Zoom, please complete this [doodle](#) so we can find a time/date that works for everyone. We ask that you attend all 5 meetings to ensure you and your organization qualify for the \$1,500 stipend (we'll hopefully meet in person eventually). We will be selecting the date that works the best of the three options by Tuesday March 23.

Multicity RFP



Solano Transportation Authority

... working for you!

SOLANO TRANSPORTATION AUTHORITY

Member Agencies:

Benicia • Dixon • Fairfield • Rio Vista • Suisun City • Vacaville • Vallejo • Solano County

One Harbor Center, Suite 130, Suisun City, CA 94585-2473 • Telephone (707) 424-6075 / Fax (707) 424-6074

Email: info@sta.ca.gov • Website: sta.ca.gov

September 16, 2020

RE: Request for Qualifications (RFQ 2020-03) for 2023-2031 Housing Element Update

To Qualified Vendors:

The Solano Transportation Authority (STA) on behalf of Cities of Benicia, Dixon, Rio Vista, Suisun City, and Vallejo invites qualified applicants to submit an RFQ to provide 2023-2031 Housing Element Update.

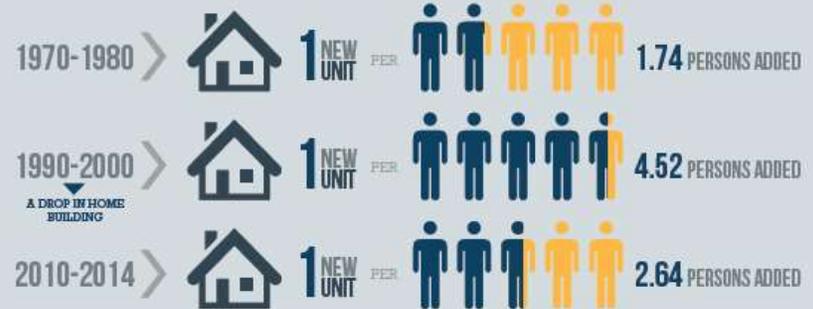
The information below outlines the information requested and required submittals to be considered for selection. Qualified vendors are invited to submit an RFQ to STA staff no later than **October 9, 2020** via e mail to:

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Key Trends

HOUSING SUPPLY HAS NOT KEPT UP WITH POPULATION GROWTH



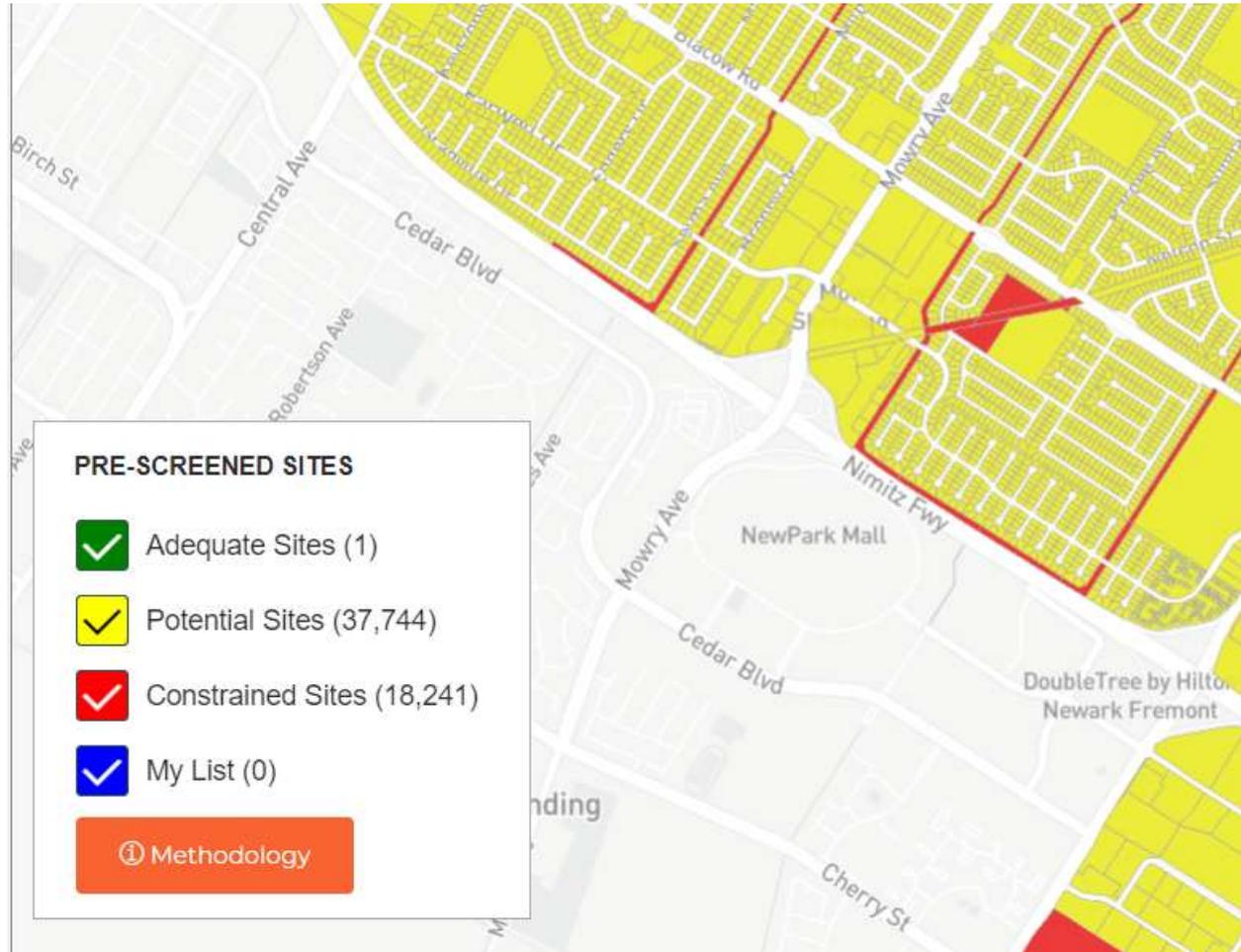
IT'S COMPOUNDED BY A DEMOGRAPHIC SHIFT



WHAT'S HOLDING UP NEW HOUSING CONSTRUCTION?



Help with Sites Analysis



Questions



County Breakout Activity



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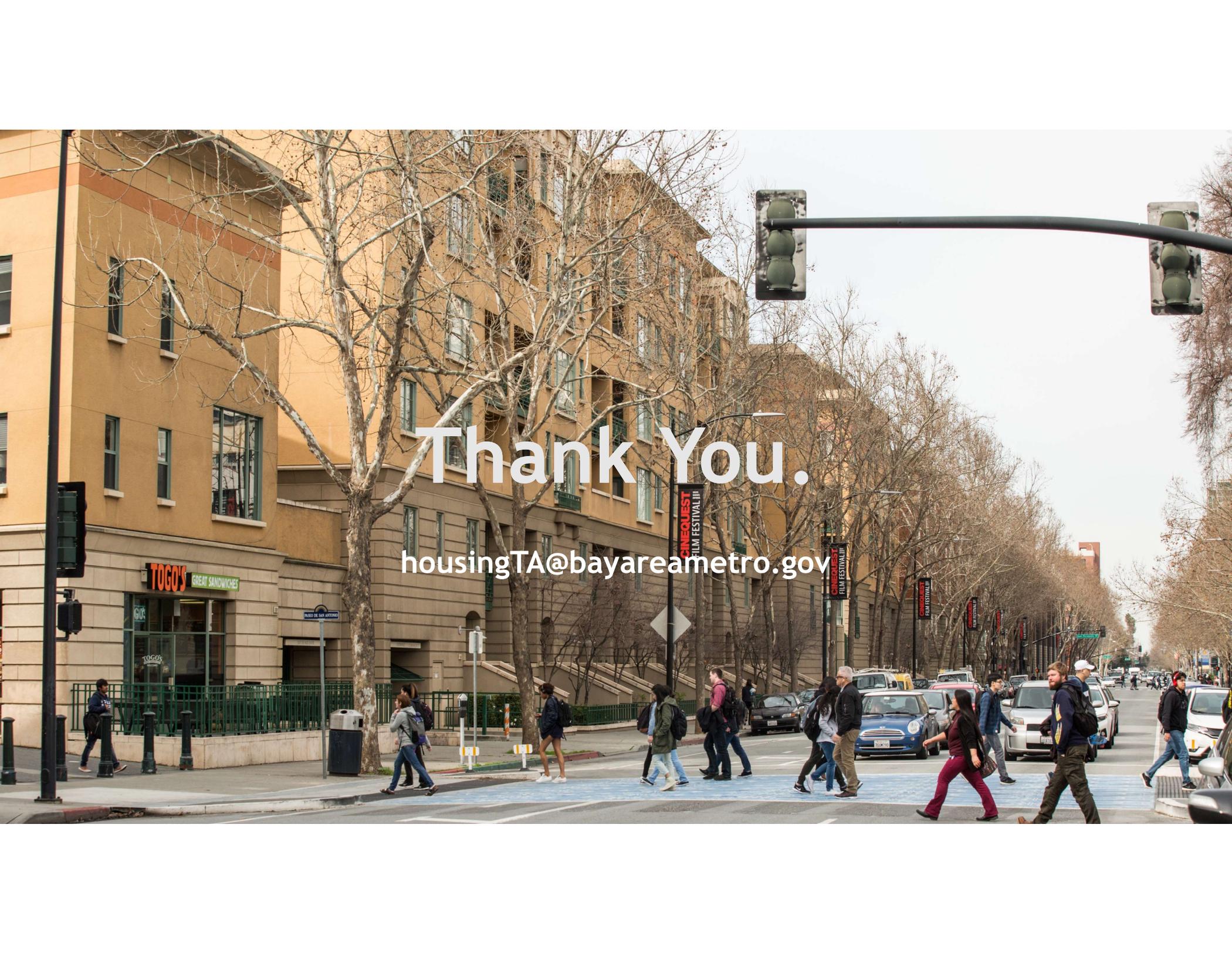
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Thank You.

housingTA@bayareametro.gov